

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 25, 1997

RJR Account #335710
Mr. J. Weisberg
KINGSTON TOBACCO

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Joe:

WINSTON regular product has been ordered (see quantities listed below), as well as **31** skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	<i>Light</i>	12M	<u>1</u>
12300-11012	<i>Full Flavor</i>	12M	<u>1</u>

<u>Product / Premium Arrival:</u>	<u>August 11, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: August 25, 1997</u>
<u>SKU CUBE:</u>	1.7150
<u>SKU WT (w/o Product):</u>	6.6200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$1,428.41</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

51845 9778

-2-

B2GFP
KINGSTON TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (2 case(s) @ \$28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162305

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51845 9779

TWO free NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase

Win

No Additives.
New Winston

NO BULL

51845 9780

WHOLESALE : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS
 TEMPLATE SEQ : 0013
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1				(914)254-4753
162305		071034	FOXHALL DELI	100 FOXHALL AVE	KINGSTON	NY	12401	1				(914)338-9296
162305	162327	178359	M T MARKET	183 SMITH AVE	KINGSTON	NY	12401	1				(914)331-4736
162305	162327	178388	JACKS STATIONERY	744 BROADWAY	KINGSTON	NY	12401	1				(914)338-6577
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	1				(914)336-2707
162305	162326	239605	GETTY GAS	ROUTE 212	SAUGERTIES	NY	12477	2				(914)246-7297
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	1				(914)331-9013
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRINE	NY	12449	1				(914)336-7783
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1				(914)331-5216
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1				(914)339-0993
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1				(914)339-8356
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1		0362-0102		(914)338-1399
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	2				(914)338-8330
162305	162328	735486	BP CALDOR	RT 9W CALDOR PLAZ	KINGSTON	NY	12401	1				(914)336-7311
162305	162328	744023	GWR PETROLEUM CO.	1105 STATE ROUTE	KINGSTON	NY	12401	1				(914)679-4556
162305	162326	747519	SAUGERTIES MOBIL	333 ROUTE 212	SAUGERTIES	NY	12477	1				(914)247-9138
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1				(518)634-2625
162305	162328	770168	HOBBO DELI	ROUTE 28W	KINGSTON	NY	12401	1				(914)339-3452
162306	162327	620264	CITGO GUJAR	RT. 32	ROSENDALE	NY	12472	1				(914)658-3708
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1				(914)691-6717
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1			945261	(914)265-2171
162308	162328	582742	H & S QUICK MART, IN	238 DUTCH TPKE	POUGHKEEPSIE	NY	12601	1				(914)454-7989
162308	162329	696041	Z&J PETROLEUM	184 & RT. 90	BEACON	NY	12508	1				(914)831-0435
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSIE	NY	12601	3				(914)485-5692
162308	162328	746276	TONY'S CONV. STORE	585 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-1710
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	2				(914)454-4133

PAGE BREAK TOTAL ACCOUNTS 26 TOTAL QUANTITY 31

TEMPLATE TOTAL ACCOUNTS 26 TOTAL QUANTITY 31